

New CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 499700 /		<u>Alt Order #</u> 06388489
<u>Product</u> OBAMA :60S		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 2175
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
3050 K St NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/23/12	10/29/12	Cops/Dog The Bounty Hunter	1-2pm		1:00			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	-T--F--				1	\$750.00			
N 2	KVVU	10/23/12	10/29/12	Fox 5 News M-F 10p-11p	10p-11p		1:00			NM	1	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$4,300.00			
N 3	KVVU	10/23/12	10/29/12	The Simpsons	M-F 11:35p-12:05a		1:00			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$700.00			
N 4	KVVU	10/25/12	10/29/12	Friends	M-F 12:05-1:05a		1:00			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	M--TF--				1	\$450.00			
N 5	KVVU	10/23/12	10/29/12	Anderson	3-4p		1:00			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	-T--F--				1	\$900.00			
N 6	KVVU	10/23/12	10/29/12	The Dr.Oz Show	4-5p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	-T--F--				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/23/12-10/29/12	The Dr.Oz Show	4-5p	-Tu---F----	1:00		\$1,000.00	NM		
		See MG 6.2										
	2	KVVU	10/25/12-10/25/12	Dr Oz	3-4p	-----Th-----	1:00		\$1,000.00	NM		
	Ⓜ MG for 6.1 10/23											
N 7	KVVU	10/23/12	10/29/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		1:00			NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$1,450.00			
N 8	KVVU	10/23/12	10/29/12	MORE Access	630-7pm		1:00			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	-T--F--				1	\$1,300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/23/12-10/29/12	MORE Access	630-7pm	-Tu---F----	1:00		\$1,300.00	NM		
		See MG 8.2										
	2	KVVU	10/26/12-10/26/12	MORE Access	630-7pm	-----F-----	1:00		\$1,300.00	NM		
	Ⓜ MG for 8.1 10/23											

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KVVU	10/23/12	10/29/12	Extra	M-F 7-730p		1:00			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	-T--F--				1	\$1,900.00			
N 10	KVVU	10/23/12	10/29/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		1:00			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$1,400.00			
N 11	KVVU	10/23/12	10/29/12	TMZ	730-8p		1:00			NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$2,700.00			
N 12	KVVU	10/23/12	10/29/12	More M-F 9-10a	M-F 9a-10a		1:00			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$550.00			
N 13	KVVU	10/25/12	10/29/12	BB League Championships	1pm-8pm		1:00			NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	M--T-SS				1	\$15,000.00			
Totals											13	\$32,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	11	\$28,250.00	\$24,012.50
10/29/12 - 10/29/12	2	\$4,150.00	\$3,527.50
Totals	13	\$32,400.00	\$27,540.00

Signature: _____ Date: _____

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<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
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	Week:	10/23/12	10/29/12	-T--F--				1	\$750.00			
N 2	KVVU	10/23/12	10/29/12	Fox 5 News M-F 10p-11p	10p-11p		1:00			NM	1	\$4,300.00
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	Week:	10/23/12	10/29/12	MTWTF--				1	\$700.00			
N 4	KVVU	10/23/12	10/29/12	Friends	M-F 12:05-1:05a		1:00			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
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<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 10/22/12 / 10/22/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTFSS				1	\$15,000.00			
Totals											13	\$32,400.00

Time Period	# of Spots	Gross Amount	Net Amount
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Totals	13	\$32,400.00	\$27,540.00

Signature: _____ **Date:** _____

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FAX# 610-225-1191
HARRIS REPORT FROM REP OCT23/12 09.32
CHANGES *** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____

SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6388489 _____

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	OBAMA : 60S	EST#2175	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT25/12 OCT29/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____
DATE OCT23/12 09.32

REF: TO ROSE

TO ROSE
FR NIKKI
OK'D M1 SEE LINE 14
TOTAL SAME
PLS CNF THANKS

STA =

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:

GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA : 60S

:LINE#	:	REP	:	CD	:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START DATE	:	END DATE	:	SPTS /WK	:	WEEK INVT	:	DAYS	:	TOTL SPTS:
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AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 2175

ES 400P-500P	60	\$1,000.00	10/25	10/29	0	TH-F,M	0
S							

PROGRAM :	DR OZ
ORD COM1:	REVISED START DATE 10/25
CON COM1:	DR OZ

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	:	:	SPTS

14	A		300P-400P	60		\$1,000.00	10/25	10/25	1		THU	1
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PROGRAM : DR OZ
 ORD COM1: TP CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE.
 THIS IS A MAKE-GOOD FOR OCT25 ON LINE-6 FOR 1 SPOT/WK
 STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#6 MISSED:TH-F,M/400P-500P OCT25 60S \$1,000.00 (OCT22/12)
 OFFER:THU/300P-400P OCT25 60S \$1,000.00 PLS ADVISE.
 CMT:TP CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE.

OCT/12 32400.00 NOV/12 \$.00 CONTRACT TOTAL 32400.00
 TOTAL SPOTS 13

MARKET TOTALS \$154,285 KVVU 21% KSNV 22% KLAS 28% KTNV 22% KVMY 5% KVCW 1% CABL 0%
 SHARES EST. KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6388489
*** UNAPPROVED REV #1 ***

REP: TEL# 610-293-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP. OCT22/12 15.21
CHANGES *** KVVU-TV ***

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US
AGY # 1051 AGY. NAME GREER, MARGOLIS, MITCHELL

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME MAURA GILROY
SALES PRSN PH- TERESA DIFURIA

3050 K ST NW,
WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6388489

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA : 60S EST#2175 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT25/12 OCT29/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT22/12 15.21

REP: TO ROSE
FR NIKKI
REVISED START DATE TO 10/25
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA : 60S

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 2175

1	*		100P-200P	60		\$750.00	10/25	10/29	1		TH-F,M	1
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PROGRAM : COLD CASE
ORD COM1 : REVISED START DATE 10/25
CON COM1 : COLD CASE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	*		1000P-1100P	60		\$4,300.00	10/25	10/29	1		TH-F,M	1
PROGRAM : FOX 5 NEWS AT 10P												
ORD COM1 : REVISED START DATE 10/25												
CON COM1 : FOX 5 NEWS AT 10P												
3	*		1135P-1205A	60		\$700.00	10/25	10/29	1		TH-F,M	1
PROGRAM : THE SIMPSONS												
ORD COM1 : REVISED START DATE 10/25												
CON COM1 : THE SIMPSONS												
4	*		1205A-105A	60		\$450.00	10/25	10/29	1		TH-F,M	1
PROGRAM : FRIENDS												
ORD COM1 : REVISED START DATE 10/25												
CON COM1 : FRIENDS												
5	*		300P-400P	60		\$900.00	10/25	10/29	1		TH-F,M	1
PROGRAM : ANDERSON COOPER												
ORD COM1 : REVISED START DATE 10/25												
CON COM1 : ANDERSON COOPER												
6	*		400P-500P	60		\$1,000.00	10/25	10/29	1		TH-F,M	1
PROGRAM : DR OZ												
ORD COM1 : REVISED START DATE 10/25												
CON COM1 : DR OZ												
7	*		600A-700A	60		\$1,450.00	10/25	10/29	1		TH-F,M	1
PROGRAM : FOX5 NEWS 6A												
ORD COM1 : REVISED START DATE 10/25												
CON COM1 : FOX5 NEWS 6A												
8	*		630P-700P	60		\$1,300.00	10/25	10/29	1		TH-F,M	1
PROGRAM : MORE ACCESS<												
ORD COM1 : REVISED START DATE 10/25												
CON COM1 : MORE ACCESS<												
9	*		700P-730P	60		\$1,900.00	10/25	10/29	1		TH-F,M	1
PROGRAM : EXTRA												
ORD COM1 : REVISED START DATE 10/25												
CON COM1 : EXTRA												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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10	*		700A-900A	60		\$1,400.00	10/25	10/29	1		TH-F,M	1
PROGRAM : FOX5 MORNING NEWS ORD COM1 : REVISED START DATE 10/25 CON COM1 : FOX5 MORNING NEWS												

11	*		730P-800P	60		\$2,700.00	10/25	10/29	1		TH-F,M	1
PROGRAM : TMZ ORD COM1 : REVISED START DATE 10/25 CON COM1 : TMZ												

12	*		900A-1000A	60		\$550.00	10/25	10/29	1		TH-F,M	1
PROGRAM : MORE LAS VEGAS ORD COM1 : REVISED START DATE 10/25 CON COM1 : MORE LAS VEGAS												

13	*		430P-800P	60		15000.00	10/25	10/29	1		TH-M	1
PROGRAM : MLB WORLD SERIES ORD COM1 : REVISED START DATE 10/25 CON COM1 : MLB WORLD SERIES												

OCT/12	32400.00	NOV/12	\$.00									
				CONTRACT TOTAL								32400.00
				TOTAL SPOTS								13

MARKET TOTALS \$154,285 KVVU 21% KSNV 22% KLAS 28% KTNV 22% KVMY 5% KVCW 1% CABL 0%
 SHARES EST.
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6388489
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
OCT22/12 10.42
*** KVVU-TV ***

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # 762 SALESMAN # _____
AGY # 1051 AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MAURA GILROY

3050 K ST NW, SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER # 499700 CONTRACT # 6388489 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA : 60S EST#2175 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT23/12 OCT29/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT22/12 10.42

REP: TO ROSE
FR NIKKI
NEW OBAMA : 60S
TOTAL \$32,400
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA : 60S

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			100P-200P	60		\$750.00	10/23	10/29	1		TU-F,M	1
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AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
PROGRAM : COLD CASE
CON COM1: COLD CASE

Cap/Dog

REP HEADLINE# 6388489
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
 ORDER WORKSHEET

FAX# 610-225-1191
 HARRIS REPORT FROM REP
 OCT22/12 10.42
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P CON COM1: FOX 5 NEWS AT 10P	60		\$4,300.00	10/23	10/29	1		TU-F,M	1
3			1135P-1205A PROGRAM : THE SIMPSONS CON COM1: THE SIMPSONS	60		\$700.00	10/23	10/29	1		TU-F,M	1
4			1205A-105A PROGRAM : FRIENDS CON COM1: FRIENDS	60		\$450.00	10/23	10/29	1		TU-F,M	1
5			300P-400P PROGRAM : ANDERSON COOPER CON COM1: ANDERSON COOPER	60		\$900.00	10/23	10/29	1		TU-F,M	1
6			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	60		\$1,000.00	10/23	10/29	1		TU-F,M	1
7			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1: FOX5 NEWS 6A	60		\$1,450.00	10/23	10/29	1		TU-F,M	1
8			630P-700P PROGRAM : MORE ACCESS< CON COM1: MORE ACCESS<	60		\$1,300.00	10/23	10/29	1		TU-F,M	1
9			700P-730P PROGRAM : EXTRA CON COM1: EXTRA	60		\$1,900.00	10/23	10/29	1		TU-F,M	1
10			700A-900A PROGRAM : FOX5 MORNING NEWS CON COM1: FOX5 MORNING NEWS	60		\$1,400.00	10/23	10/29	1		TU-F,M	1

REP HEADLINE# 6388489
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
OCT22/12 10.42
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
11			730P-800P	60		\$2,700.00	10/23	10/29	1		TU-F,M	1
PROGRAM : TMZ												
CON COM1: TMZ												
12			900A-1000A	60		\$550.00	10/23	10/29	1		TU-F,M	1
PROGRAM : MORE LAS VEGAS												
CON COM1: MORE LAS VEGAS												
13			430P-800P	60		15000.00	10/23	10/29	1		TU-M	1
PROGRAM : MLB WORLD SERIES												
CON COM1: MLB WORLD SERIES												
OCT/12			32400.00			NOV/12						
												CONTRACT TOTAL
												32400.00
												TOTAL SPOTS
												13

MARKET TOTALS \$154,285 KVVU 21% KSNV 22% KLAS 28% KTNV 22% KVMY 5% KVCW 1% CABL 0% KTUD 1%

SHARES EST.

SVC- NSI
DEMOS- RA35+*